

***E.coli* Workgroup Education and Outreach Subcommittee**

Meeting Agenda

August 10, 2010

Department of Agriculture Building, Regulatory Services Conference Room

12:00 PM

CALL IN NUMBER: **866-751-5726** / Room Number: ***4601597***

Meeting Objective: Continue discussion of the education and outreach component of the E.coli Workgroup with the primary objective of developing draft E. coli baseline materials and generic “toolbox” templates that are of statewide benefit and can be used this summer. Goals for this meeting include:

- Circulating and discussion of current documents
- Preparation for *E. coli* Workgroup meeting on August 18, 2010

12:00 Welcome

12:05 Update on Current Documents

- Swimming Advisory
- FAQ document
- Web site
- News Release
- Printing needs

11:30 Next Steps

- E-mail most current documents to group
- Next E. coli Workgroup Meeting –
August 18, 10:00 AM, MASOB Bldg.

Meeting Handouts:

- Swimming Advisory
- FAQ Document
- Water Watch Poster
- Web site: <http://www.ecoli.utah.gov>

Meeting Notes:

Swimming Advisory

- Agreed that the most recent copy printed and used at Salem Pond (English and Spanish versions) is to be recommended by the Education and Outreach Subcommittee as the swimming advisory template
- Future swimming advisories will be printed with Local Health Department phone numbers, or a phone number decided on by the Local Health Department
- Logos included on future advisories will be adapted to the needs of property owners and Local Health Departments

FAQ Handout

- Document is still draft
- Add *E. coli* disclaimer to the "What is my risk if there is an advisory?"
 - o Use draft language suggested by Leah Ann addressing the fact that *E. coli* occurs at some nominal level in all surface waters around the state.
- Add explanation of 2A and 2B classifications and the different *E. coli* thresholds
- Focus on what the real take home message is in FAQ

Web site

- Group will review independently and offer comments
- Link exceedences back to FAQ to tie the values back to the risk
- Maybe color code the result column
- Offer to include Association of County Health Officers Logo on printable PDFs of data

News Release

- Agreed that the most recent copy printed and used at Salem Pond is to be recommended by the Education and Outreach Subcommittee as the news release advisory template
- Local Health Departments, through a PIO, have the option to use the template and contact Donna Spangler for more, if needed, but the template is not mandatory

Poster

- Will offer the Water Watch poster as a draft for comment to the *E. coli* Workgroup
- Group will review the poster independently and offer comments
- Group will estimate printing needs (Deena Loyola and Mark Hadley will offer input of agency needs) to estimate costs.
- Printing cost funding will be requested from Sandy Wingert